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| POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS | Application Number | 09/741,959 |
| | Filing Date | December 22, 2000 |
| | First Named Inventor | Krishna Venkatraman, et al. |
| | Title | Econometric Optimization Engine |
| | Art Unit | 3693 |
| | Examiner Name | Patel, Jagdish |
| | Attorney Docket Number | RSW920125105US1/0968.0023 |

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

106784

OR

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

| Practitioner(s) Name | Registration Number |
|----------------------|---------------------|
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Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number.

OR

☐ The address associated with Customer Number:

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Address

City

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I am the:

☐ Applicant/Inventor.

OR

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on _____

SIGNATURE of Applicant or Assignee of Record

Signature

Pryor A. Garnett

Date

3/6/2013

Name

Pryor A. Garnett, Reg. No. 32,136

Telephone

503-578-5775

Title and Company

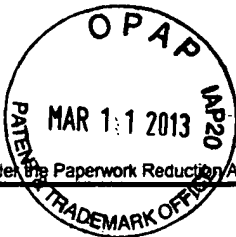
Senior Counsel, International Business Machines Corporation

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☒ *Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Krishna Venkatraman, et al.Application No./Patent No.: 09/741,959 / 7,302,410Filed/Issue Date: 12/22/2000 / 11/27/2007

Titled:

Econometric Optimization Engine

International Business Machines Corporation, a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Venkatraman, Delurgio, Valentine, Neal, Lee To: Demand Tec Inc.

The document was recorded in the United States Patent and Trademark Office at
Reel 011735, Frame 0314, or for which a copy thereof is attached.

2. From: DemandTec, Inc. To: Silicon Valley Bank

The document was recorded in the United States Patent and Trademark Office at
Reel 012588, Frame 0668, or for which a copy thereof is attached.

3. From: DemandTec, Inc. To: Silicon Valley Bank

The document was recorded in the United States Patent and Trademark Office at
Reel 018420, Frame 0001, or for which a copy thereof is attached.

- ☒ Additional documents in the chain of title are listed on a supplemental sheet(s).

- ☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Pryor A. Garnett
Signature

3/6/2013

Date

Pryor A. Garnett, USPTO Reg. No. 32,136Senior Counsel

Printed or Typed Name

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



Statement Under 37 CFR 3.73(b)

Supplemental Sheet

4. From: Silicon Valley Bank To: DemandTec Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 027419, Frame 0117, or for which a copy thereof is attached.

5. From: Silicon Valley Bank To: DemandTec Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 027419, Frame 0390, or for which a copy thereof is attached.

6. From: DemandTec Inc. To: International Business Machines Corporation

The document was recorded in the United States Patent and Trademark Office at

Reel 029605, Frame 0042, or for which a copy thereof is attached.